CANADIAN MOVING PICTURE DIGEST

ol. 20, No. 46 TORONTO 2, CANADA March 16th, 1929

NEW YORK!

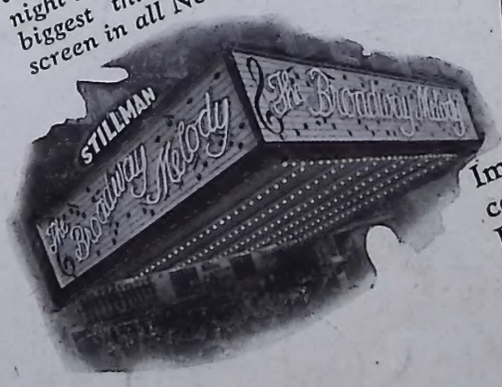
Astor Theatre compelled to add Extra 6 o'clock and Midnight Shows Saturday. The biggest thing on stage or screen in all New York!

LOS ANGELES!

Never in all stage or screen history such an attraction as "Broadway Melody" at Grauman's Chinese. Every week a new record!.. At $2!

AND NOW IN CLEVELAND!

Imagine! Stillman Theatre changes from continuous policy at pop prices to $2 Twice Daily for "Broadway Melody" and packs every seat! Local theatrical circles predict it will revolutionize entire show business! And "Broadway Melody" is only the beginning. Watch—

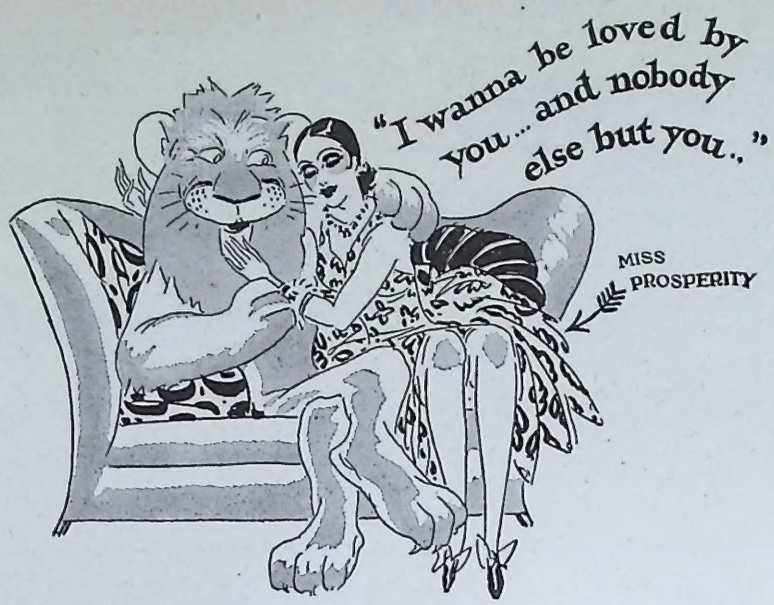


M-G-M

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2



HE KNEW WHAT SHE WANTED!

LON CHANEY

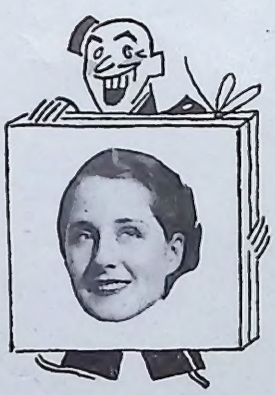
The Parade of Prize Packages from Leo of M-G-M never ends! Lon Chaney coming in "Where East is East," another smash following "West of Zanzibar" and "While the City Sleeps."

JOHN GILBERT

"A Woman of Affairs" continues to sweep America like wildfire. John Gilbert follows with "Desert Nights." What a star! They all wanted him! The Big Ones stay with M-G-M!

MARION DAVIES

She makes 'em laugh, and laughs bring the dough! The "Fair Coed" star repeated in "Show People" and wait till you see her new scream!



NORMA SHEARER

"A Lady of Chance" is delighting her tremendous following. Watch for the Biggest Announcement yet made for this charming star!

RAMON NOVARRO

His greatest success since "Ben-Hur" is "The Flying Fleet." Thrilling packed houses everywhere. And now comes "The Pagan" directed by W.S. Van Dyke who made "White Shadows."

GRETA GARBO

The most talked of star in pictures! "A Woman of Affairs" built her fame bigger than ever. Next: "Wild Orchids" and it's a throbbing Garbo gold-getter!

WILLIAM HAINES

One happy hit after another! "The Duke Steps Out" is his new winner after "Alias Jimmy Valentine", "Excess Baggage" and "Show People." He's popular!

JOAN CRAWFORD

Your public has made her a brilliant star! "Our Dancing Daughters" is just the beginning of Joan Crawford's glorious box-office career! M-G-M is the star maker supreme!

BUSTER KEATON

M-G-M knows how to make Keaton comedies that clean-up! His masterpiece is "Spite Marriage" coming to follow his "Cameraman" success!

HAL ROACH COMEDIES

"OUR GANG"—LAUREL-HARDY—CHARLEY CHASE—ALL STARS—they're the Class of Short Subjects! They draw like Features! And Hal Roach's tie-up with Victor means you get them now with Sound effects, funnier than ever! **M-G-M NEWS; M-G-M GREAT EVENTS** in Technicolor; **M-G-M UFA ODDITIES; METRO MOVIETONE ACTS** are the Quality Shorts of the Industry!

METRO-GOLDWYN-MAYER

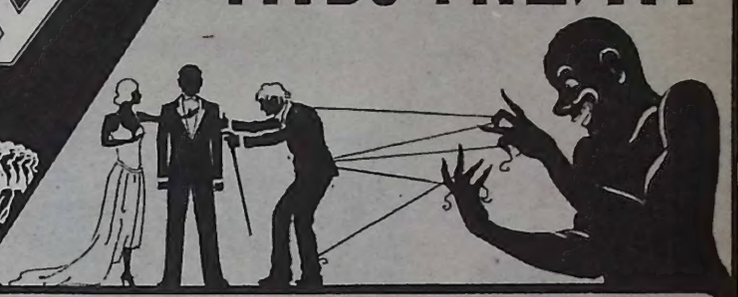
"THE BROADWAY MELODY!" "THE VOICE OF THE CITY!" TWO OF A KIND! WATCH!

TIFFANY-STAHL READY WITH 7 DIALOGUE PICTURES

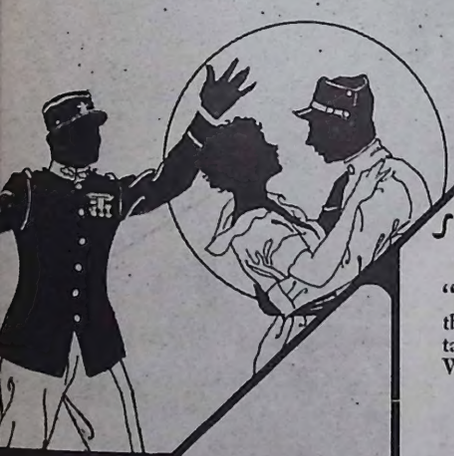
GEORGE JESSEL
IN HIS FIRST SINGING AND TALKING PICTURE
"LUCKY BOY"

BELLE BENNETT "MOLLY and ME"
WITH JOE E. BROWN

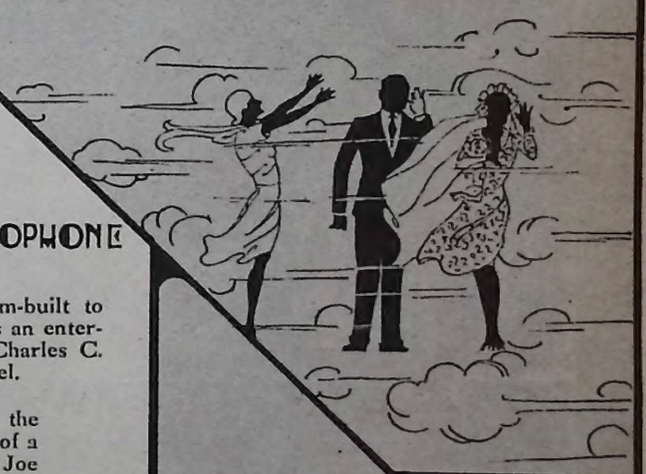
"MIDSTREAM"



"TWO MEN AND A MAID"



"WHISPERING WINDS"



7 TIFFANY ONE PRODUCTIONS

SYNCHRONIZED BY R·C·A PHOTOPHONE

"Lucky Boy"—A screen novelty custom-built to the amazing proportions of George Jessel as an entertainer. Directed by Norman Taurog and Charles C. Wilson. Dialogue and titles by George Jessel.

"Molly and Me"—A drama of the love and laughter in the backstage life of a clown and his wife. Belle Bennett with Joe E. Brown and Alberta Vaughn. Story by Lois Leeson. Directed by Albert Ray.

"New Orleans"—Revelry, racing and romance in Mardi Gras land with William Collier, Jr., and Ricardo Cortez in love with the same girl, portrayed by Alma Bennett. Story by Jack Natteford. A Reginald Barker production.

"Midstream"—Startling drama of a man whose withered old age is restored to fresh youth and love. With Ricardo Cortez, Claire Windsor and Larry Kent. Story by Frances Guihan. Directed by James Flood.

"Two Men and a Maid"—Burning desert sands, the Foreign Legion and a girl who sets men's hearts aflame and drives them mad. William Collier, Jr., Alma Bennett, Eddie Gribbon and Georgie Stone. Story by Jack Natteford. Directed by George Achainbaud.

"Whispering Winds"—In his heart there was room for love for two women—in his life room for but one! A new slant on a triangle drama with Patsy Ruth Miller, Malcolm McGregor and Eve Southern. Directed by James Flood.

"My Lady's Past"—A jilted spinster turns the tables when fate provides her with a ready-made reputation for being a heart-breaker. Belle Bennett again with Joe E. Brown. Story by Frances Hyland. Directed by Albert Ray.

"NEW ORLEANS"

BELLE BENNETT in "MY LADY'S PAST"
WITH JOE E. BROWN

TIFFANY-STAHL PRODUCTIONS INC.

UNCLE TOM'S CABIN

A Universal Hit

FORM T. D

CANADIAN PACIFIC RAILWAY COMPANY'S TELEGRAPH

CANADIAN PACIFIC TELEGRAPH

TELEGRAM

CABLE CONNECTIONS TO ALL THE WORLD

J. McMILLAN, General Manager of Telegraphs, Montreal

2VREW 49 NL NL

VANCOUVER BC MAR 9

CLAIR HAGUE

CANADIAN UNIVERSAL FILM CO 277 VICTORIA ST TORONTO ONT

JUST FINISHED WONDERFUL WEEKS BUSINESS WITH UNCLE TOM CROWDS STOOD IN RAIN ONE BLOCK LONG FROM NOON TILL TEN AT NIGHT TRYING TO GET IN EACH DAY BIGGER GROSS THAN PREVIOUS STOP WE ARE HOLDING PICTURE OVER FOR ANOTHER FULL WEEK CONGRATULATIONS TO UNIVERSAL FOR A TRULY MARVELOUS PRODUCTION

LLOYD PANTAGES

Canadian Universal Films Limited

Toronto - Montreal - St. John

Winnipeg - Calgary - Vancouver

Broke All House Records

Starland Theatre

Winnipeg

Canadian Moving Picture DIGEST

Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
London Office
80-82 Wardor St., W 1

Vol. 20, No. 46 | TORONTO 2, CANADA | March 16th, 1929

N. L. Nathanson

THE IMPORTANCE of the move recently consummated by Mr. N. L. Nathanson, whereby the shares held by the American Interests in the Famous Players Canadian Corp. have been acquired by the Canadian company is a deal which precipitates its magnitude into the future.

Famous Players Canadian Corp. now becomes a National Institution in Canada, taking its place beside the leading enterprises of our Dominion.

Man-power, Showmanship, Enthusiasm, Executive Coordination and Efficiency, Public Good-Will have made Famous Players just what Mr. Nathanson foresaw for this company in 1920, when he became the Architect of its Good Fortune.

—RAY LEWIS.

RAY PRESENTS

RAY LEWIS

A NUMBER of Film Executives have recently "struck oil." Literally speaking many thousands have been made. Among the fortunate is "Chick" Bell, who invested his bit; and is now feeling like a new-born millionaire.

Tom Daley, Manager of the Tivoli, recently celebrated his fifth anniversary as Manager of this leading theatre in Toronto. A backward glance over the five years reveals the Tivoli passing through many vicissitudes after it left the Allen regime.

THE CHANGES of policy were many and varied, but from the first week of Daley's connection with the house, business steadily built up until to-day the box-office receipts of the Tivoli sound like real showmanship.

Romanelli added his substantial bit towards popularizing the Tivoli, for the Jazz King has a following; and the Jazz rage was quite a rage in the days of its acclaim.

Recent pictures in Toronto have been especially good. "The Doctor's Secret," Paramount, a Barrie adaptation with H. B. Warner and Robert Edeson, two splendid artists, created a great deal of commendable talk. It presents a powerful story, exceedingly well-told. "Alias Jimmy Valentine," Metro-Goldwyn-Mayer, was another which made them talk.

THE PUBLIC appears to find something amusing in the "My darling" stuff as the screen gives voice to it. Vocal sighs of love, or ecstatic gurgles are also occasion for audience merriment. I have noted this in several Dialogue pictures. Now a laugh is worth the price of admission where it belongs, but in a love-scene, when the audience gives you the "merry ha ha," it is not so good.

Of course it may be the fault of this Modern Age which says its "darlings" in an expression of the eyes; and close-ups, making language superfluous. However, since "Every little movement has a meaning all its own," why not eliminate the spoken "My darlings" and substitute "movement" and action?

I HAVE also observed that no matter how innocent our heroines are supposed to be, you know the "sweet sixteen, never was kissed policy," our screen leads, and stars playing such innocence, kiss when the occasion demands it, as if they had been well-seasoned in the art.

I know that some girls are born to kiss, know how in the cradle, but it certainly does not add to the illusion of first love, to see our sweet maidens delivering a kiss like the Amazon Queen gave to Theseus. Somewhere it has been said, it sounds like Shakespeare, but I hate to blame him for it if he did not write it, "Assume a virtue if you have it not."

Some directors demand that all kissing on the screen should have a punch to it. "Go to it girls, as if you meant it," is no doubt the direction, but it spoils the glamour of the character even though it does inject sex appeal into the scene.

JOHN MAXWELL, President of World Wide Pictures, arrives in New York, Friday, March 22nd, for a most important conference. Incidentally, the leading players of "Kitty," also arrive to make the Dialogue for this most excellent British feature.

"Kitty" is a charming picture and entertainment all the way through without Dialogue. The talking addition should make "Kitty" one of World Wide's big ones. There are several intensely dramatic scenes which will lend themselves admirably to Dialogue.

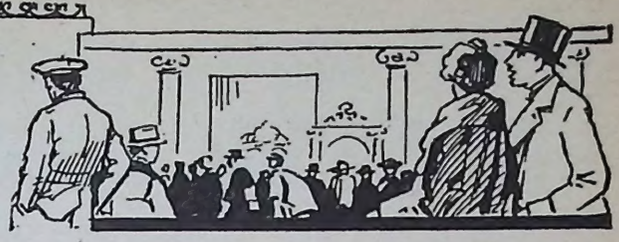
A MOVE is on foot for a history-making deal in connection with World Wide Pictures. I have an inkling of what is progressing; and I prophecy that it will not be very long before the most important chains of theatres will be negotiating for World Wide product. I questioned Mr. E. W. Hammons and Mr. J. D. Williams on the subject, but neither would elucidate.

"Jaydee," in his usual charming way, said, "Ray, I cannot say 'Yes,' nor 'No' at present. When the time is ripe, and I may say it is ripening, you will have the story; and you can then judge for yourself how good is a 'hunch.' This much I can say, World Wide is going ahead, keeping pace with the most progressive moves made here and abroad."

"WORLD WIDE is not a one country proposition. We planned a world-wide program and policy when we adopted our name and our slogan, "Photoplays Made Where the Story's Laid." What we are planning is not only important to the British Film Industry, but the Film Industry in the United States and other countries. No world-wide policy can be constructive and progressive that does not take into consideration the position of the "other fellow." All trade policies are beginning to see the wisdom of reciprocal benefits for the permanent establishment of trade. World Wide is simply obeying the far-seeing policies of the business world; and running its business like any other enterprise which is in business to stay; and knows the value of international good-will."

(Continued on Page 7)

Show Business



As a special inducement for the presentation of "The Awakening of Love" at the Avalon Theatre, Ottawa, Ontario, Manager Ambrose Nolan presented a copy of the "Screen Book" magazine, containing the fiction story of the feature, to every lady patron on opening night. The magazines were secured as sample copies through co-operation with O'Brien Bros., operating the magazine and news stand next door.

Three months ago the beautiful new Avalon Theatre, Ottawa, Ontario, got away to a poor start for a variety of reasons. Though built by the proprietor, P. J. Nolan, for sound pictures, the equipment was delayed until recently. The Avalon is now turning the crowds away and features are being held over — thanks to full synchronization.

With the introduction of sound programs, Mr. Nolan did not raise prices, continuing with the 25 and 35 cent scale for adults although adding five cents to the 10 cent rate for children. "Four Sons" was the first sound feature and it was held over for an extra three days with an added matinee on Saturday. As a result Manager Nolan decided to change his policy of half-weekly bookings, making the change once weekly instead. "The Red Dance" was the second of the synchronized attractions at the Avalon, followed by a week of "The Air Circus," for which he secured the full co-operation of the Ottawa Flying Club and the Royal Canadian Air Force.

First of all the Metropolitan Theatre, one of the big houses of Winnipeg, Manitoba, followed the plan of breaking in a new show every Monday. Then came the policy of Saturday openings, which was adopted by most everybody else. Another change has now been made by Manager Walter F. Davis by the adoption of Friday as the weekly opening date. He figures that he could count on two big days, Friday and Saturday, under this plan, and receipts have borne out this belief.

Incidentally, Manager Davis held over "In Old Arizona" for a second week, following which he played a return engagement of "Wings." Manager Davis reserves individual loge seats for any night except Saturday.

Charles Straw, formerly manager of the Capitol Theatre, Winnipeg, Manitoba, has been appointed manager of the Palace Theatre, Calgary, Alberta, the latter having been the first super-cinema of the Canadian West, built by the Allens.

Rumors that Fox will acquire the Loew chain in Canada are somewhat discounted by facts. Loew's Theatre in Montreal is controlled by Famous Players Canadian Corp., while the Loew house in Ottawa was purchased by Keith-Albee interests and is now operated by R-K-O. The Loew theatre in Hamilton, Ontario, was acquired by Famous Players and the name changed to Capitol. Incidentally, there is no longer a Loew Theatre in Windsor, Ontario. The only Loew theatres in the Dominion are the one in Toronto and a second house in London, Ontario. A former Loew Theatre in Toronto, the big Uptown Theatre, is controlled and operated by Famous Players Canadian Corp., as its key theatre. Thus there are only two theatres which might be affected.

Ray Presents

(Continued from Page 6)

Mr. Earle Hammons was in accord with the sentiments as expressed by "Jaydee," but had no more definite information to disclose. He smiled when a query was put to him, in his quizzical fashion; and then proceeded to quote, "Great bodies move slowly, wait and see."

THIS column is just being consumed with curiosity; and being human is suffering from an almost irresistible desire to show how clever it is in respect to intuition, but since premature announcements sometimes are as bad as "too many cooks" in preparing a broth, this column will exercise a becoming self-control and remain silent. It is a pity for we could cover so much territory.

I had a recent letter from Mr. Grant L. Cook, one of the Powers behind the Financial Throne of Tiffany. Mr. Cook had been reading The Digest and writes, "The articles concerning Tiffany and Oscar Hanson were mighty fine and are more than appreciated by Tiffany and myself. I certainly hope to have the pleasure of meeting you soon."

THANK YOU, Mr. Cook. I hope you will not mind this public manner of giving thanks. I like to show the "Boys" in Canada how much you like "Our Oscar," because we all like "Our Oscar," and are as keenly interested in Tiffany's success as we were when Mr. Hanson was in Canada.

It is also good for the morale of the Picture Industry to reveal "the bigness" of its big men, their human side. To reveal that the bigger the man, the more time he has to be considerate of any courtesy shown, the greater is his capacity of appreciation.

OUR INDUSTRY is gathering unto itself a new group of men, big business men, financial powers; and it is a common human fallacy to believe that such men are callous, made of dollars; and have no time for anything but the dollar sign.

Trade editors are at times forgotten when they praise; and remembered only when what they write is not sweet to the palate. The art of establishing good-will with the press, within the Trade is as important as the establishment of good-will with the public.

TRADE EDITORS are only mortals and susceptible to the "milk of human kindness." It has been said, "From little things great things arise." This does not only relate itself to Homer's Odyssey, but to an Odyssey of Successful Enterprise.

R. C. A. Photophone

NOW with SOUND

Just Read These Reviews

From Motion Picture News, Feb. 23.

"MOULIN ROUGE"

SPLENDID PICTURE, WELL DONE

(Reviewed by Chester J. Smith)

IF this first release of World Wide Pictures is a fair sample of what may be expected in the way of British importations by the J. D. Williams concern American producers are going to find some real competition from abroad.

"Moulin Rouge" has just about everything from a box-office standpoint. It is not so foreign as most of these imported pictures and it is produced on a lavish scale in all the natural surroundings called for in the story. It is the work of E. A. Dupont.

The synchronization by RCA Photophone is done by both the film and disc processes and is as good as the picture. The score is by Joseph Littau of Roxy's and the recording by the RCA Photophone Orchestra. The picture serves to introduce Olga Chekova, European star, and she is a real artist, good to look at and with an abundance of screen talent.

The story has the background of Paris theatrical life. It shows the famous Paris-New York Revue, popular with all visitors to Paris. It is gorgeously mounted, with costumes that will have a tremendous appeal to the feminine movie goers, and a bevy of beauties that will have as great an appeal to the masculine fans. In addition it has thrills, suspense, heart interest and just about everything else that is necessary.

The romance may be a bit far-fetched, but it is not unnatural for a youth to become enamoured with a famed stage beauty even if she is his prospective mother-in-law. That is the story. Here is the scion of one of the wealthiest families in Paris who is to marry the daughter of this darling of the theatre. The girl is just back from school and brings her sweetheart with her to the theatre to see the mother perform. The mother is the toast of Paris. The youth seated in a stage box becomes infatuated with her. His infatuation becomes desperate love. The father of the youth objects to his marriage to the daughter of the star, so the latter makes a personal appeal to the father and he capitulates. Then the devoted mother finds out the true circumstances, that she is the one the youth loves. Here is a powerful situation with the doting mother caring only for the happiness of her daughter, the daughter desperately in love with the youth and the latter thinking all his love is for the mother. It is all logically and satisfactorily worked out in a splendid portrayal of Paris night life.

Drawing Power: It is a picture that should have appeal to all classes. The story is good, lavishly produced and has all the necessary elements to click at any box-office. It lends itself readily to exploitation.

Produced by British International Pictures. **Distributed** by World Wide Pictures. **Length,** 9 reels. **Story** and **direction** by E. A. Dupont.

THE CAST

Parysia, Star of Moulin Rouge Revue
Mlle. Olga Chekova
Margaret, her daughter.....Eve Gray
Andre, her daughter's fiance.....Jean Bradin

From M. P. T. and Daily Review, Feb. 23.

"Moulin Rouge" Now Tremendous

"Moulin Rouge," starring Chekova, the sensational European beauty has been synchronized and World Wide showed it during the week at the RCA intimate theatre to the critics. The offering, as before set forth in these columns when the picture was reviewed as a silent offering, is a tremendous box-office attraction, but with the sound accompaniment, it is one of the most tremendously sensational box-office pictures that ever we saw.

The scenes from the "Moulin Rouge" of which there are many, are so realistic that the spectator is practically taken into that famous theatre and led in on the back stage as well, with its beautiful women and exquisite costuming which is unparalleled anywhere else in the world.

The greatest thrill in the picture is an automobile sequence where the hero rescues the heroine from another motor car just as the two motors crash and the value of sound in developing this situation is nothing short of terrific.

World Wide has a tremendous attraction in "Moulin Rouge" and undoubtedly it will play for runs in the big theatres of the country.

—ARTHUR JAMES.

A Real Novelty!

The box-office pull of a picture is as much in its exploitation value as in its entertainment value

A Vivid Visit to Paris' Most Famous Night Resort

WORLD WIDE PICTURES

Physical Distribution thru
EDUCATIONAL EXCHANGES

Exhibitors' Choice Selling

"Tommy Atkins" at Shea's Hippodrome

ALL THE WORLD'S A STAGE FOR WORLD WIDE PICTURES — PRESS SEES IMPORTED PICTURES WITH BOX-OFFICE VISION

"TOMMY ATKINS," that exceptionally good British picture, will play Shea's Hippodrome at an early date, followed by "Honeymooners Abroad," with Monty Banks, which covers London and Paris in its locations and registers ninety laughs a minute in its rollicking farcical humour. Both are World Wide Pictures' product.

The Canadian Military Institute is to give a showing of "Tommy Atkins" at a special evening arranged for the purpose. Ladies' night by special invitation will prevail and the officers in charge are making a feature event of the occasion.

A recent interview with Col. Hooper found that gentleman most enthusiastic as to the merits of "Tommy Atkins," so enthusiastic in fact that the showing of "Tommy Atkins" as arranged Saturday Evening, March 23rd, at the Military Institute, establishes a precedent.

I was keenly interested to read the press comments on "Moulin Rouge," which picture I heard and saw at the screening room of the R.C.A., New York. I have already given you my impression of "Chekova" and "Moulin Rouge," and agree with the review of the Motion Picture News which states, "It is a picture that should have an appeal to all classes. The story is good, lavishly produced and has all the necessary elements to click at any box-office."

"Chekova," that fascinating artist in "Moulin Rouge."

OUR friend, Arthur James, has also been strongly impressed. He states, "World Wide has a tremendous attraction in 'Moulin Rouge' and undoubtedly it will play for runs in the big theatres of the country."

I am rather "strong" for Arthur James' criticisms of pictures, his Showmanship vision; and in following his reviews I have observed through the "acid test of the box-office" that when he states a picture has "It," it has "It."

INCIDENTALLY I feel with due modesty that I know a "good one" when I see it also, and in our review of "Moulin Rouge," I said "Moulin Rouge" is a big picture, it is a good picture. It is as good as some of the good pictures I have seen made in America; and it has this added distinction, it is different."

Shakespeare said "All the world is a stage and we are players."

"JAYDEE" Williams in his promotion of World Wide Pictures has conceived the idea of using the world for his company's stage.

It is a new idea, a big idea, "Photoplays Made Where the Story's Laid."

The Industry of Motion Pictures is always ready to take up new ideas. The public is always ready to respond to "something different."

World Wide Pictures will find their market, a world-wide market and a profitable one, through merit, plus showmanship.

Meanwhile "Piccadilly" with Gilda Gray, directed by Dupont, appears to be making show history on its own. "Piccadilly" is to have a talking and dancing prologue in which the star will be featured.

Mr. Atkinson's criticism, as it appeared in the London Daily Mail, is having plenty of substantial corroboration. One well-known showman, who has viewed "Piccadilly," told me when I asked him about it, " 'Piccadilly' is without doubt the most beautiful and artistic picture I have ever seen. The production is marvellous."

—RAY LEWIS.

A National Institution

N. L. NATHANSON, MANAGING DIRECTOR OF THE FAMOUS PLAYERS CANADIAN CORP., ACQUIRES AMERICAN INTERESTS IN CANADIAN COMPANY— DREAM OF ALL-CANADIAN ORGANIZATION FULFILLED

FOR SEVERAL years it has been the ambition of N. L. Nathanson, Managing Director of the Famous Players Canadian Corp., to make this company all-Canadian.

TUESDAY of this week a deal was ratified whereby the shares of the Canadian company, held by American interests, have passed to Mr. Nathanson and his associates.

The deal involves many millions of dollars, but aside from the financial angle, the acquiring of this block of Famous Players Canadian by the Canadian interests, gives to Canada the control of one of its most promising enterprises.

THE GROWTH of the Famous Players Canadian Corp. under the directorship of Mr. Nathanson has been phenomenal; and its expansive development is as miraculous as has been the growth and development of Canada during the past decade.

Famous Players Canadian Corp. is still in its "teens"; not being much over twelve years old.

IN 1917 Mr. N. L. Nathanson and his associates owned a very modest chain of theatres which became the nucleus of the Famous Players Canadian Corporation's holdings.

In 1920 the number of theatres was twenty, and in 1929 this company has extended its theatre holdings from coast to coast, across the Dominion.

AT PRESENT Famous Players Canadian Corp. own and have a substantial interest in one hundred and fifty-three theatres, with a combined seating capacity of 164,000.

Arrangements for the installation of Movietone is now being made to cover all the major theatres of this circuit, which combine Motion Pictures and Vaudeville.

A NEW theatre in Quebec will be constructed immediately; and plans are being completed for further theatre building throughout Ontario and Quebec.

The expansive policy involving the Maritime Provinces theatre program is being made concrete by the construction of several theatres, while in Western Canada theatre building by this organization has been given a further impetus.

I SAW the plans for the Famous Theatre Building in Montreal, which in addition to its offices will house a theatre with a seating capacity of 4,500. The architectual design will make this building one of the most imposing in Montreal.

THE NEW THEATRE in Toronto, on Yonge Street, south of College Street, is being constructed in conjunction with an office building also, the new office headquarters of Famous Players Canadian. The building will be eight stories high. The theatre will have a seating capacity of 5,000.

AN INTERVIEW with Mr. N. L. Nathanson by The Digest reveals the following: "The Famous Players Canadian Corp. is now an all-Canadian organization, the entire control of this company is under the jurisdiction of its Canadian shareholders.

The purchase of the American Interests met with the approval of the very Interests from which this purchase was made, as it has always been the policy of these Interests to co-operate with the Canadian personnel in building up a powerful national institution of the Famous Players in Canada.

THE AMERICAN co-operation which has helped so substantially in the progress which our Canadian company has made, will continue uninterrupted. The management of the Famous, as it is governed by its officers, its Board of Directors, will continue unchanged.

The building up of the Famous Players has been accomplished by Canadians in association with myself; and I have always felt that the interests thus represented should be given every security for the perpetuation of Famous Players Canadian Corp. as a wholly Canadian controlled enterprise.

As Canada grows, so will our enterprise grow to meet the demands of the public.

I am happy at what we have accomplished, and at the possibilities which are still before us."

MR. NATHANSON has reason to be proud and happy of Famous Players Canadian Corp.; and his company and associates have every reason to be proud of what he has accomplished. No officer, or executive, no official of any company enjoys a greater degree of popularity and confidence with his associates, than Mr. Nathanson enjoys.

I had occasion some time ago to come in contact with two of Mr. Nathanson's business associates, and their remarks concerning Mr. Nathanson's ability as a showman, his keen business sense were most eulogistic and flattering.

NO outstanding figure in Canadian enterprise is more highly commended and recognized; and when one considers the very few years, for it is really only about eight years since the substantial growth of Famous Players Canadian, there is ample occasion for admiration. Such solid progress can only be attained through a co-ordination of Man-power, through keen executive efficiency, and a showmanship vision.

WE congratulate Famous Players Canadian Corp. on their new Canadian birthday; and we prophecy that this move will prove one of the most constructive developments in the history of this company.

English Finance has long been considering Canada in relationship to a British Film Industry.

Canada is the Empire's most strategical Film centre.

It may be a little early to form conclusions, but with the Famous Players Canadian Corp., now all-Canadian, we who believe in visualizing the future, see Famous Players Canadian Corp. expanding its Canadian enterprise to Empire proportions.

—EDITOR.

Show Business

Substantial developments are noted in Canada in the matter of sound installations in theatres from Sherbrooke on the East to Vancouver, B.C., on the Pacific Coast. There are now 15 cities of the Dominion in which there are wired houses and two cities, Ottawa and Winnipeg, Manitoba, each have three wired theatres, with Montreal, Toronto, Windsor and Vancouver two each. It is interesting to note that Ottawa will lead the country within a few days with the introduction of synchronized features at a fourth downtown house, the installation now being practically completed.

Theatres to introduce sound screens during the week of March 4 included the Capitol at Kingston, Ontario, where Manager E. O. Smithies selected "The Jazz Singer" for his sound start; the Avalon at Ottawa, where the attraction was "Four Sons," and the Capitol Theatre at St. Catharines, Ontario, which had been closed for a couple of weeks to allow for remodelling of the house and equipment installation.

Sherbrooke, Quebec, is the smallest town in Canada to have a wired theatre, this being the new Granada recently opened by United Amusements, Limited, Montreal. The population of Sherbrooke is 24,000. The policy of the Granada is to split the week with sound and silent programs and it is difficult so far to decide the relative popularity of the two types of presentation.

The new Prince Rupert Theatre at Prince Rupert will shortly be wired and this centre on the Pacific Coast is looked upon as the most isolated theatre town in the Dominion.

With a few exceptions, all installations in Canada are Western Electric equipment which is controlled in the Dominion by the Northern Electric Company, Limited, Montreal. To date there are 23 installations in Canada all told.

Announcement has been made by the Northern Electric Company, Montreal, Quebec, that the Electrical Research Products, Inc., Philadelphia, Pa., with which it is affiliated, is providing for the wiring of seven moving picture theatres in Alaska.

A good old feature is comparable with a new production, particularly if it is a "Western," according to H. Jernberg, manager of the Province Theatre, a downtown house of Winnipeg, Manitoba. That is why he presented Tom Mix in "The Lone Star Ranger" for three days at the Province and fearlessly announced that the picture was four years old.

In his newspaper advertising, Manager Jernberg declared: "Note—This picture was made about four years ago. As it was one of Mix's outstanding pictures, William Fox had it re-issued and we believe 'The Lone Star Ranger' will please and thrill Province patrons again for three days."

"Don't Mind the Weather — 'Lilac Time' Will Soon be Here." This is what the people of Port Hope, Ontario, read in large type in their newspaper when a wintry storm broke over the town. It was the advertisement of the Royal Theatre, Port Hope, and Manager J. S. Smart made the tie-up with the weather man for this preliminary announcement.

A. E. Cauley, manager of the Capitol Theatre, Cobourg, Ontario, obtained Collegians of his own for a film program which comprised "Harold Teen" and an installment of Universal's "Collegians." The home town stuff included an exhibition of gymnastics by the boy and girl students of Cobourg Collegiate and selections by the school orchestra which appeared as a stage band for the occasion.

Baldwin "Vitaphone" Reproduction

COMPLETE REVISED PRICE LIST, SUBJECT TO CHANGE WITHOUT NOTICE.
ALL PREVIOUS PRICE LISTS ARE HEREBY CANCELLED.

Standard equipment includes table, 3 ft. to 6 ft. long, two motor driven 12" turntables, control panels on motors and volume, two pick-up arms, ball bearing, and two working lamps shaded and unit connections. Wiring from unit to speakers not included.

MODEL T-440	**Tubes $47.90 extra**
with one magnetic speaker	$427.00
with one magnetic, baffled	444.00
with two magnetics, baffled	483.00
with one dynamic, baffled	477.00
with two dynamics, baffled	549.00
with one dynamic, cabinet style	483.50
with two dynamics, cabinet style	562.00
MODEL T-450	**Tubes $60.05 extra**
with one dynamic, baffled	$517.00
with two dynamics, baffled	589.00
with three dynamics, baffled	661.00
with one dynamic, cabinet style	523.50
with two dynamics, cabinet style	602.00
with one dynamic, chassis only	500.00
with two dynamics, chassis only	555.00

Special quotations gladly furnished on units with three or more turntables, and for special cabinet instead of table.
Delivery immediately. Installation simple. Terms if you wish.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

William Fox Statement on Loew-M-G-M. Deal

IN connection with the Fox-Loew deal, William Fox issued the following statement:

"Fox Theatres Corporation has purchased a substantial block of the common stock of Loew's Incorporated. The transaction was concluded by Mr. Fox, on behalf of Fox Theatres Corporation, acquiring the shares held by the widow and family of the late Marcus Loew and those of a group intimately associated with the management of Loew's Inc. which owns also the Metro-Goldwyn-Mayer Pictures Corporation.

"It is the intention that Loew's Inc., shall operate as a separate unit in the amusement field. Nicholas M. Schenck will remain as president and David Bernstein as vice-president and treasurer. The officials and executives of the Metro-Goldwyn-Mayer studio in California will continue in authority and the production personnel and activities will be unchanged.

"Loew's and Metro-Goldwyn-Mayer theatres, studios, branch offices, etc., in foreign countries as well as in America will continue to operate separately. No change in management, policy of operation or production at the California studios is contemplated.

"The distinguished production achievements and the splendid business conduct of Loew's, Inc., is acknowledged in the amusement world, and its policies and personnel in the domestic and foreign fields will be continued by Fox Theatres Corporation.

"Fox Theatres Corporation's present associations augmented by its new affiliation will be productive of a vastly improved quality of screen entertainment bringing to audiences throughout the world operatic, musical, dramatic, audible news reels and a variety of entertainment in the educational, industrial and theatrical fields through the medium of Movietone, the sound on film method developed by the Fox Case Corporation, an associated company of Fox Theatres Corporation."

UNCLE TOM'S CABIN

Thank You!

Miss Ray Lewis,
Editor,
Canadian Moving Picture Digest,
Toronto, Canada.

Dear Miss Lewis:—
Kindly find enclosed my check to cover the current year's subscription to the "Digest."
Your meaty publication deserves the hearty support of every exhibitor in the Dominion.
The Editorials in particular are worthy of a much larger circulation.
Wishing yourself and the "Digest" every success.

I remain, yours sincerely,
SAMUEL R. TYLER.

Niagara-on-the-Lake, Ont.,

Miss Ray Lewis,
Can. Moving Picture Digest,
Toronto, Ont.

Dear Miss Lewis—
Please find enclosed cheque for one year's subscription to the Canadian Moving Picture Digest. Sorry I have delayed in sending it.

Yours very truly,
GEO. REID,
Royal George Theatre,

Amherstburg, Ontario,

Ray Lewis.
Can. Moving Picture Digest,
259 Spadina Ave.,
Toronto, Ontario.

Dear Madam—
Enclosed please find our cheque for $5.00 being one year's subscription to your very valuable and interesting paper.

Yours very truly,
A. W. TYAS,
Liberty Theatre.

Duncan, B. C.,

Dear Miss Lewis—
I congratulate you on your new policy. I have always admired your robust views, but had hitherto rather regarded them as inspired, with a view to boosting one company's product. I agree with your recently expressed opinion that art should know no international boundaries, and I welcome the advent of World Wide Pictures. I have pleasure in enclosing subscription for the current year.

G. C. BAISS,
Manager, Capitol Theatre.

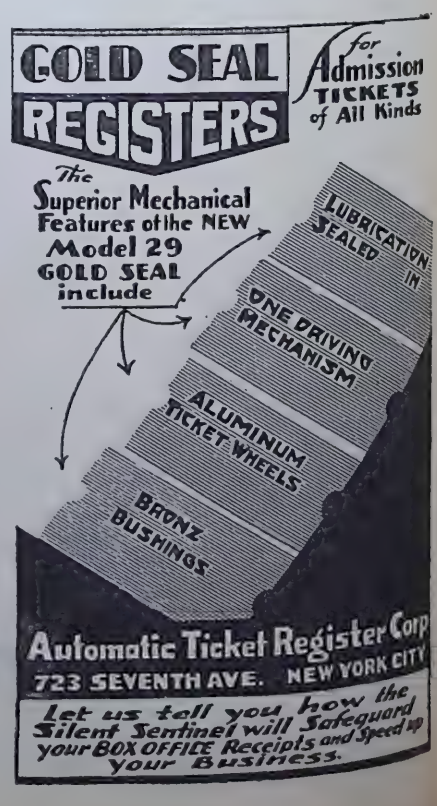
Tiffany-Stahl Has Six Talking Productions

Tiffany-Stahl announces that they now have ready six talking productions. These include George Jessel's first talking and singing picture, "Lucky Boy;" "Molly and Me," starring Belle Bennett, supported by Joe E. Brown; "My Lady's Past,' 'starring Belle Bennett. The other three include "Whispering Winds," starring Eve Southern; "Life." a tentative title, with Ricardo Cortez and Claire Windsor; and a story of the foreign legion not yet named, with Buster Collier, Alma Bennett and Eddie Gribbon.

Tiffany-Stahl also announces that they have six synchronized pictures completed, including "The Toilers," "The Cavalier," "Marriage By Contract," "The Rainbow," "New Orleans and a special Reginald Barker production.

On their silent program, the following pictures have already been completed: "The Naughty Duchess," "The Power of Silence," "The Gun Runner," "The Floating College," "Tropical Nights," "The Man in Hobbles," "Broadway Fever," "The Devil's Apple Tree" and "The Spirit of Youth."

There is also now in the course of production a super special dialogue production entitled "Zeppelin," a Reginald Barker special, featuring Conway Tearle in his first talking picture Claire Windsor and Larry Kent.


GOLD SEAL REGISTERS
for Admission TICKETS of All Kinds
The Superior Mechanical Features of the NEW Model 29 GOLD SEAL include
LUBRICATION SEALED IN
ONE DRIVING MECHANISM
ALUMINUM TICKET WHEELS
BRONZ BUSHINGS
Automatic Ticket Register Corp
723 SEVENTH AVE. NEW YORK CITY
Let us tell you how the Silent Sentinel will Safeguard your BOX OFFICE Receipts and Speed up Your Business.

"Made To Order" Pictures For America

Head of British International Sails for Conference on All-Talking Program With World Wide Executives

John Maxwell, Chairman of British International Pictures, sailed for America on March 13 to confer with executives of World Wide Pictures on a talking picture program for fall release. Mr. Maxwell's company is the largest British producer operating the great new Studios at Elstree, near London and it is planning a program of all-dialogue photoplays running into millions of dollars to be released in the United States and Canada by World Wide Pictures.

British International's program for next season is also being held in abeyance pending the outcome of the conference between its chairman and the World Wide officials, as it is understood, now that it has a release here that the British company will produce all its pictures in the future with an eye on the American and Canadian market.

It is the company's intention, according to word from abroad, to "make pictures to order" for American exhibitors, and audiences and J. D. Williams says: "The finest line of product ever sent out of Europe will soon be on its way."

Financial Statement Of Province Interesting

Hon. J. D. Monteith Gives Budget Speech

While the budget speech of Hon. J. D. Monteith, Ontario Provincial Treasurer, before the Provincial Legislature at Toronto recently, bore no reference whatsoever to amusement tax changes or intentions, much to the disappointment of 400 Ontario exhibitors, the annual financial statement of the Province gave much valuable reading.

The Public Accounts report showed that Ontario had collected $1,377,148.68 during the year in amusement tax, theatre fees and censorship charges, the revenue secured through the Amusement tax alone being $1,187,226.98. The expenditure of the Province for inspectors, censors and other salaried employees and for the Ontario Government's own studio at Trenton, Ontario, totalled only $106,098.23, making a net revenue to the Government of $1,231,050.45.

Moving Picture theatres of Ontario paid $78,386.19 in annual license fees, with travelling or road shows paying $14,997.48. The Ontario Board of Moving Picture Censors received $41,181.87 in reel censorship fees while a revenue of $15,356.16 was secured in the rental of the Ontario Government film releases.

During the 12 months the Ontario censors received $15,709.50 in salaries, Chairman J. C. Boylen being paid $3,200. The three other censors, L. Phillips, V. Hammill and J. M. O'Brien, received at the rate of $2,500 per year. The chief projection operator, M. Elliott, was paid almost as much as the censors, his salary being $2,000 for the year. P. Ristow, second operator, received $1,900.

G. E. Patton, director of the Ontario Government studio at Trenton, drew the highest salary there, $2,700, and other salaries were: B. J. Bach, superintendent, $2,500; H. M. Blake, film editor, $2,000, and J. G. Rutherford, cameraman, $2,000.

Expenditures, other than salaries, at the Trenton studio amounted to $43,165.55 while the Government also expended $4,284.13 in express and other transportation charges on shipments of its own films.

Kinograms, the news reel that is issued twice a week by Educational, will have the latest world events while they are still news.

FOR SALE

1 Powers 6-A motor drive Moving Picture Machine in first class condition. Recently in use in theatre that has been dismantled. Also one ticket chopper. Bargain offer.

Apply
OTTAWA VALLEY
BOX 497,
RENFREW, ONT.

SOUND

WE ARE RELEASING A MOST INTERESTING ANNOUNCEMENT ON SOUND EQUIPMENT.
WATCH THIS SPACE IN MARCH 30th ISSUE.
HOLD YOUR ORDER FOR OUR ADVERTISEMENT.
IT WILL PAY YOU. DON'T FORGET THE DATE MARCH 30th.

Perkins Electric Company Limited

TORONTO - MONTREAL - WINNIPEG

Round About the Studios

Charles King plays an important part in Metro-Goldwyn-Mayer's huge success "Broadway Melody."

William Austin, English comedian, has signed a new contract as a Paramount featured player.

Nils Asther, young Swedish actor whose popularity has been constantly on the rise since his first American film, "Sorrel and Son," has signed a new long term contract with Metro-Goldwyn-Mayer.

Universal has just purchased a new story for Glenn Tryon, the farce-comedy star of the Laemmle organization. It is "The Song Plugger," an original by Paul Sydney, western film man and writer.

The all taking melody production, "Mother's Boy," starring Morton Downey, "Broadway's golden-voiced tenor" and featuring his bride Barbara Bennett, Beryl Mercer, Osgood Perkins, John T. Doyle and other noted stage players, after having been whipped into shape in the cutting room by Director Bradley Barker, was finally reviewed by Robert T. Kane, producer, on Friday and pronounced "the best ever." Mr. Kane seemed in the pink of health after his vacation in Florida and he at once started work on Morton Downey's next dialogue and singing Pathe production, the title of which will be announced later.

"Big Boy" will have little Lorraine Rivero as his "leading lady" in "Ginger Snaps," his new Educational Comedy. The five-year-old star has had three different beauties in the principal feminine roles opposite him this season, the other two being Bonnie Barrett and Evelyn Mills.

Norman L. Sper and George R. Rogan, co-authors of "The Minstrel Man," the special talking picture which Universal is making with Eddie Leonard, have been added to the writing staff at the Pathe Studios in Culver City.

Sper and Rogan, who are the only writing team in pictures, are co-authors with James Gleason of "Smiley" and "Who Killed Anna Keen?" two original screen stories, and "One Nighters," a new play scheduled for Broadway production in the near future.

With his company of fifty, including the Universal Ranch riders, cast and technical staff, Hoot Gibson has just returned to Universal City from Lone Pine in the High Sierras where he began the filming of his next Universal starring picture, "Points West," written by B. M. Bower.

Alberta Vaughn is leading woman and Frank Campeau the heavy. Others in the cast are Jack Raymond, Martha Franklin, Milt Brown and Jim Corey.

Adrienne Dore is featured in "Delicious and Refreshing," and Jerry Mandy plays the principal role in "Four Wheel Brakes," the two Cameo Comedies to be released during the month.

Word has been received from the Tiffany Productions, Ltd., of England, that Tiffany's first British special production "To What Red Hell" has entered its second week of filming. This production will be an adaptation of the successful stage play by Percy Robinson that has had a long run at Windham's Theatre in the West End of London.

Sybil Thorndike, England's greatest tragedienne, has been secured for the mother role. Another important part is being played by Bramwell Fletcher who, after completing his role in this production, will leave for New York to appear in a stage play under the management of Al Woods. Other members of the cast include John Hamilton, Drusilla Wills, Arthur Pusey, and a newcomer to the films, Jillian Sande.

Richard Arlen, who has just completed the finest acting performance of his career in "The Four Feathers," the big adventure spectacle produced by Ernest B. Schoedsack and Merian C. Cooper, has been signed to a new long term contract by Paramount. Arlen is now working before the cameras in a talking film of the prize ring, "The Man I Love," from a play by Herman Manckiewicz.

Ken Maynard's first picture with Universal will be a historical western by Marian Jackson entitled "The Wagon Master." It will be directed by Harry J. Brown.

"Ballyhoo," and adaptation with music of Beth Brown's story of Carnival life, has been definitely announced as the next Metro-Goldwyn-Mayer directorial vehicle for Harry Beaumont, who made "The Broadway Melody." "Ballyhoo" will be a Norma Shearer starring film and is scheduled to get under way as soon as Miss Shearer completes work in "The Last of Mrs. Cheyney."

Reginald Owen, played the role of the deceived husband, one of the most important parts, in the Paramount all-dialogue film, "The Letter," come to moving pictures through the training of a long career on the stage in England and America. He also has made three or four movies abroad, the latest having been the English production of "Phroso" based on a story by Anthony Hope.

Charlene Burt, a luscious blonde who has been appearing in Ideal Comedies in support of Jerry Drew, has been selected by Lupino Lane for his leading lady in his first talking comedy now in production at the Educational Studios.

In addition to her physical charm and beauty, Miss Burt possesses a rare "screen" voice. Sound engineers state that it records as nearly perfect as any feminine voice in Hollywood.

Wallace Lupino is playing opposite his brother, Lupino Lane, in this picture.

Lewis Stone, noted character actor and Peggy Wood, one of Broadway's best-known stage players, have been given the leading roles in Clarence Brown's new production for Metro-Goldwyn-Mayer, "Wonder of Women." This will be a film with dialogue sequences.

"Meandering Thru the Menagerie" is the new Lyman H. Howe's Hodge-Podge release. A new issue of Our World Today, the modern screen magazine, also is on the March program.

Baby Mack, negro entertainer at a leading Los Angeles night club, takes the part of Nancy Carroll's maid in "Close Harmony," which Paramount is producing as a one-hundred per cent dialogue musical play.

Norma Shearer, Metro-Goldwyn-Mayer star, after being fingerprinted and "booked" as Mary Dugan, is escorted from the Los Angeles County Jail by Jailer Frank Dewar.

NEW PATHE SERIAL

NEW PATHE SERIAL

Burning Suspense!
Flaming Fast Action!
Smoking Hot Mystery Story!

Pathe Presents

THE FIRE DETECTIVE

With an All Star Cast Headed by

GLADYS McCONNELL

and HUGH ALLAN

It's a Box Office Wow!

Here's the Chapter Titles:

I.—THE ARSON TRAIL
II.—PIT OF DARKNESS
III.—THE HIDDEN HAND
IV.—THE CONVICT STRIKES
V.—ON FLAMING WATERS
VI.—THE MAN OF MYSTERY
VII.—THE APE MAN
VIII.—BACK FROM DEATH
IX.—MENACE OF THE PAST
X.—THE FLAME OF LOVE

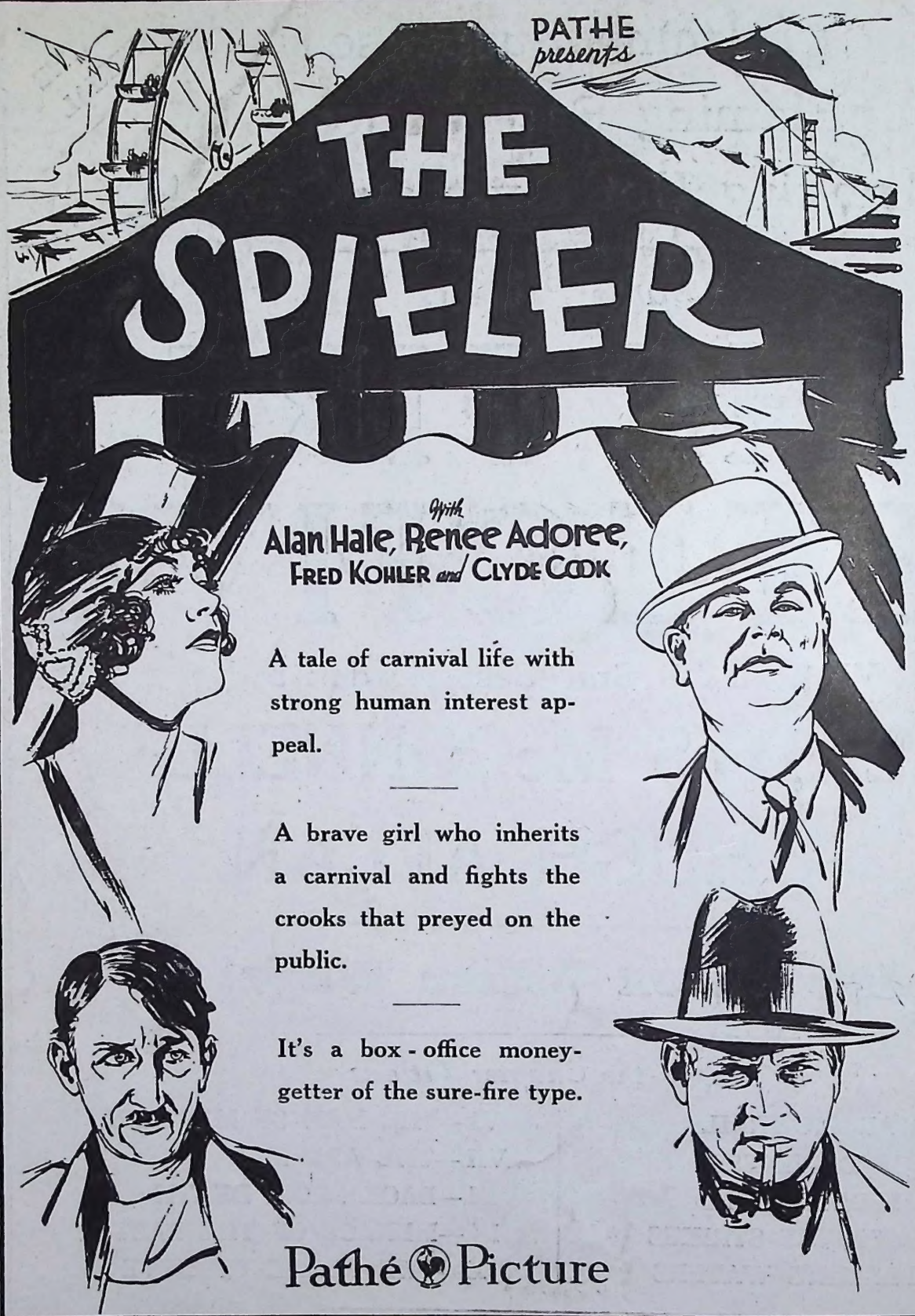
NOW READY FOR BOOKING

10 STIRRING EPISODES

10 STIRRING EPISODES

Regal Films Limited

Sole Canadian Distributors


PATHE
presents
THE SPIELER
With
Alan Hale, Renee Adoree,
Fred Kohler and Clyde Cook
A tale of carnival life with strong human interest appeal.
A brave girl who inherits a carnival and fights the crooks that preyed on the public.
It's a box-office money-getter of the sure-fire type.
Pathé Picture

Pathe Delivers Good Pictures One After Another

Check Over the First-Run Houses and Note Most of Them Play Pathe Pictures

---

There's a Good Reason!

Pathe is the 1929 Feature Leader

Regal Films Limited

Sole Canadian Distributors

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver